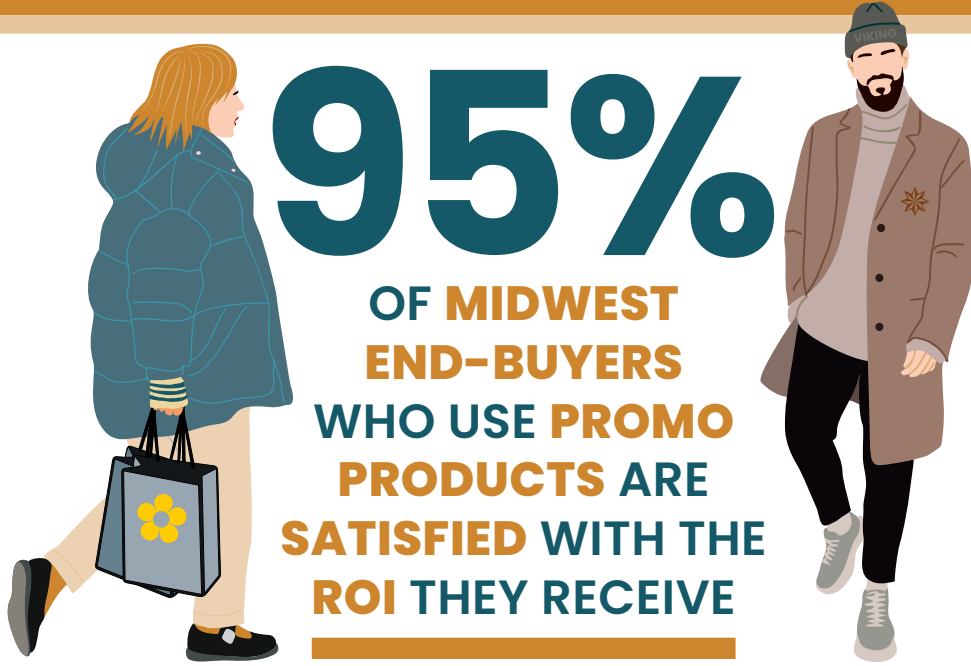




# End-Buyer Survey

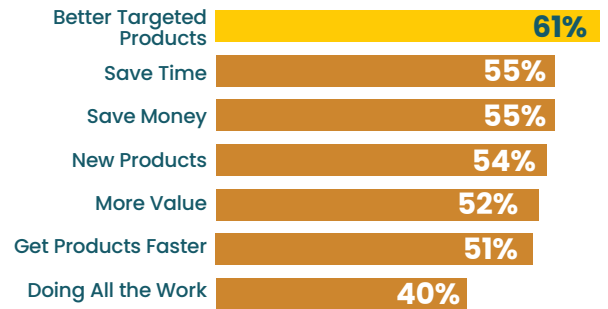
# MIDWEST

In 2024, ASI Research surveyed promotional products end-buyers in four regions throughout the United States. Here are the key findings for the Midwest.



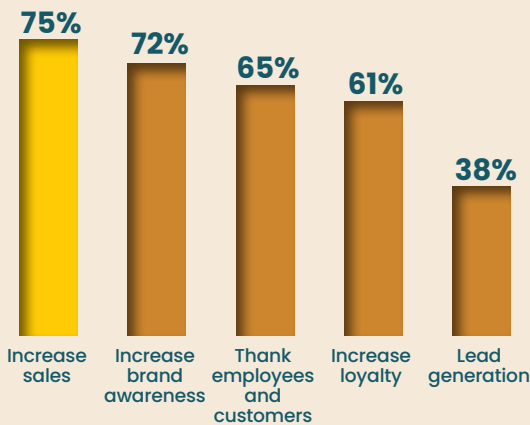
**95%** OF MIDWEST END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE

## MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO MIDWEST END-BUYERS



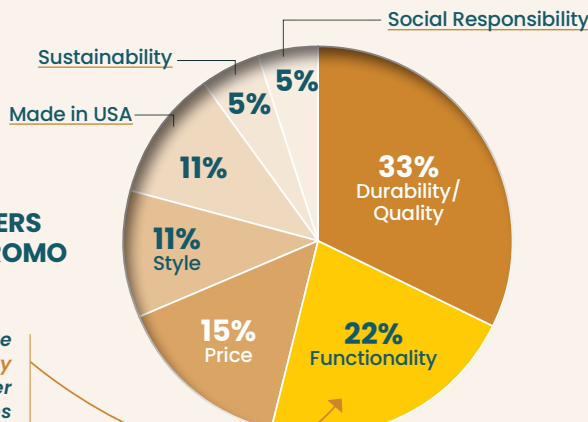
**84%** OF MIDWEST END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

## GOALS OF MIDWEST END-BUYERS WHEN GIVING OUT PROMO

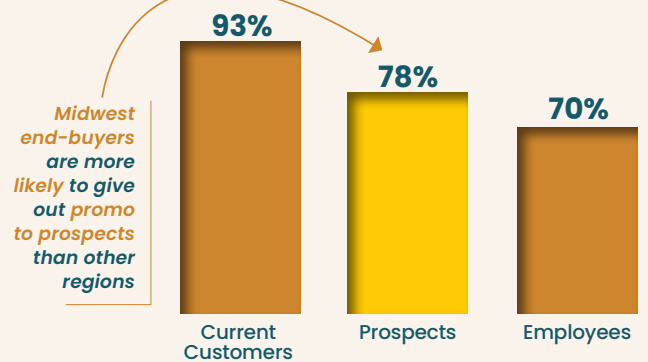


## THE MOST IMPORTANT FEATURE CONSIDERED BY MIDWEST END-BUYERS WHEN PURCHASING PROMO

Midwest end-buyers are more likely to consider functionality when purchasing promo over other regions



## WHO DO MIDWEST END-BUYERS GIVE PROMO PRODUCTS TO?



MIDWEST END-BUYERS PURCHASED CAPS & HEADWEAR (55%) MORE THAN END-BUYERS IN OTHER REGIONS SURVEYED BY ASI



**55%** OF MIDWEST END-BUYERS WOULD PAY A PREMIUM FOR ENVIRONMENTALLY FRIENDLY PROMO, THE LOWEST OF ANY REGION SURVEYED BY ASI